

HIV Prevention Detailing in Michigan in 2020: A Year in Review

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HOLD FOR POLL EVERYWHERE

- Type in a word or phrase to describe your 2020 work year (i.e. stressful, changed, adaptive, innovative, etc.)

Disclosure Statement

- I have no conflicts of interest to declare at this time.
- I have no relevant financial or non-financial relationships to disclose.

About the MDHHS HIV Prevention Detailing Program

- Academic Detailing for HIV Prevention began in September 2019 with Mary Nagy, RN, BSN, MPH. After joining the State, Vishal Kinkhabwala, MD, MPH began detailing part-time.
- The program's overall focus is increasing access to PrEP throughout the State of Michigan by increasing provider knowledge of PrEP and increasing the number of providers who actively prescribe PrEP in Michigan.



What All We Have Done

- During 2020, MDHHS conducted group education sessions, 1:1 detailing sessions, virtual webinar presentations, and ongoing TA to several jurisdictions.
- These activities occurred primarily in January, February, and March, with limited activities from end of March until present due to COVID-19.



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A Day in Flint

- In January, the MDHHS Detailing Team had a full day of detailing activities in Flint, MI.
 - Flint is a region of the state with a higher HIV incidence rate and a small number of PrEP providers.
 - Visits included visiting a primary care office to speak with a physician and PA who are both interested in prescribing PrEP, speaking with staff at urgent care centers, and speaking with administration at Hurley Medical Center, a teaching hospital.
 - The meeting at Hurley Medical Center successfully resulted in scheduling a Grand Rounds case presentation for later in the month.

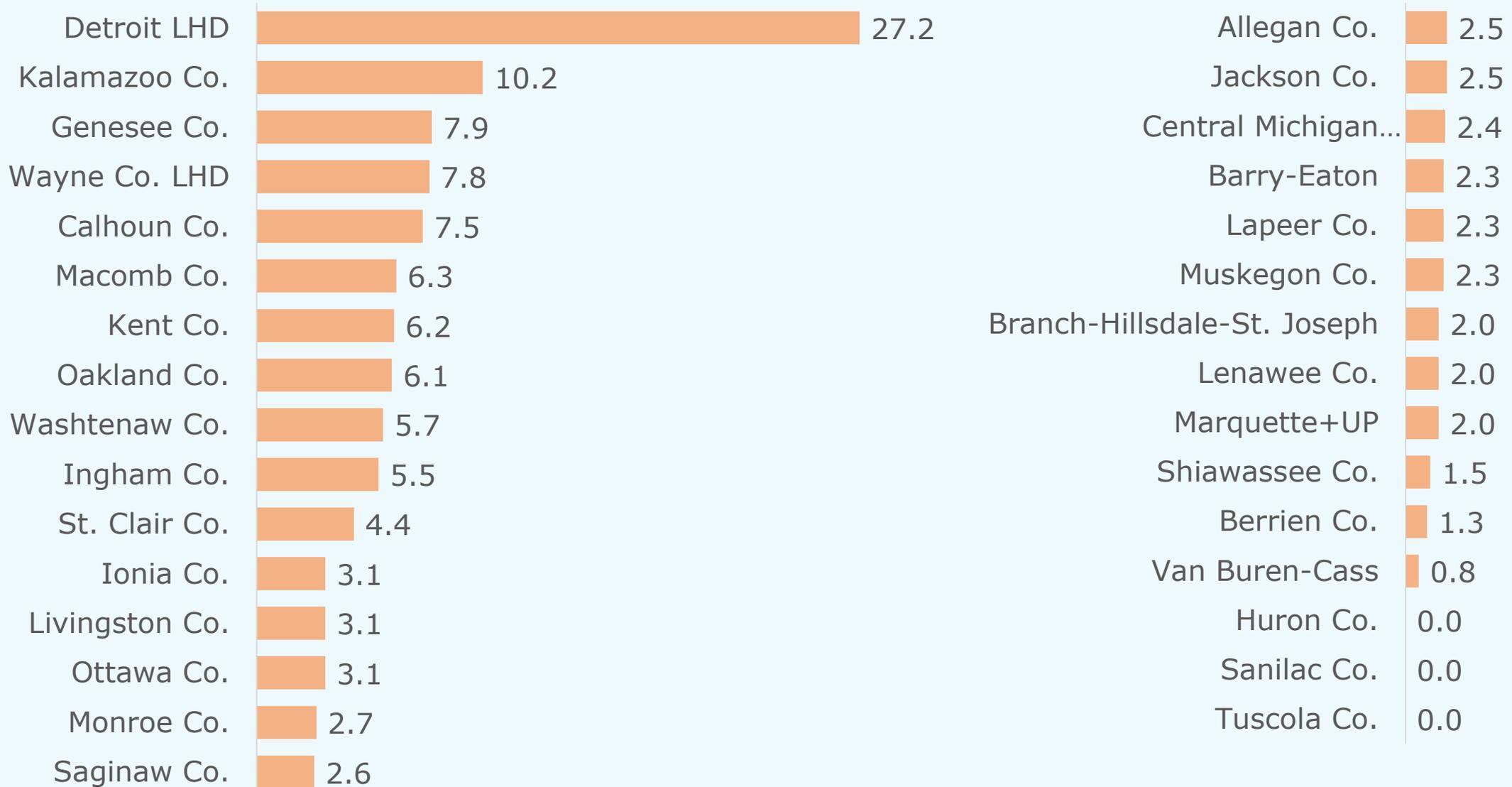


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New diagnosis rate by LHD, 2019

https://www.michigan.gov/documents/mdhhs/Michigan_Statewide_HIV_Surveillance_Report-July_2019_660527_7.pdf

New HIV diagnosis rate per 100,000 residents



Clinical Case Presentations

- 4 group presentations were given in January and February 2020, including a Grand Rounds didactic presentation for Internal Medicine and Medicine-Pediatrics residents at Hurley Medical Center.
- The presentation was focused on clinical cases highlighting how to identify eligible patients to talk about and prescribe PrEP.
 - The presentation was successful in that the residents were able to identify eligible PrEP candidates.
 - The residents and program directors were responsive to follow-up, although COVID-19 did not allow for timely follow-up.

Detailing in Dearborn

- In January, a detailing session was done with a primary care provider in Dearborn, MI.
 - Dearborn is a city within Wayne County, a county with a high HIV incidence rate with a need for more PrEP providers.
 - The session was successful, with a conversation not only about PrEP/HIV Prevention but also about STD management, including Herpes.
 - This detailing session provided valuable insight on community and provider perceptions on HIV Prevention and Sexual Health in general.



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Reflections on 2020

- COVID-19 presented a significant challenge for work this year.
 - MDHHS Detailers were working full-time on COVID-19 emergency response with the State of Michigan from March to May 2020, and then part-time from May until the present.
 - Provider priorities were shifted to focusing primarily on COVID-19 and have not been fully interested in covering HIV Prevention until the pandemic ends.
- Transition to virtual “eDetailing”
 - Due to the pause in HIV Prevention activities, including detailing, the transition to eDetailing was temporarily paused, but is now progressing smoothly.
- Everything “PrEP”
 - MDHHS underwent a staffing change during this time period, which involved me covering everything related to PrEP for the state, including navigation, detailing, education, and new PrEP-related projects.

What We Learned from 2020 In Summary

- Things can change at a moment's notice and last for a while – the importance of flexibility is a real thing!
- There is a need for creativity to continue providing great services.



What's Next for Us?

- Virtual eDetailing
 - MDHHS will begin eDetailing via Microsoft Teams ASAP!
 - Our long-term goal is to allow for the option of both in-person and eDetailing throughout Michigan when it is safe to do so.
 - We are currently editing materials to include a new handout comparing Truvada vs. Descovy.



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What's Next for Us?

- Group Presentations
 - Upcoming refresher presentation for the IM and Med-Peds Residents at Hurley Medical Center in Flint, MI in December.
- Providing CMEs
 - We are in the process of planning to allow providers to receive Continuing Medical Education credits for attending a detailing session and completing the pre-session and post-session evaluation surveys.



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What's Next for Us?

- Return to Pre-COVID activities
 - As we continue on into 2021, we hope to continue providing excellent services in Michigan with the same vigor as prior to COVID!



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Thank You

- Please feel free to reach out with any questions or for further information.
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